

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EMBU CAPUS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF EDUCATION
ARTS**

BUST 411: STRATEGIC MANAGEMENT

STREAMS: BED ARTS Y4S1 SB

TIME: 2 HOURS

DAY/DATE: THURSDAY 12/04/2018

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

- Answer question ONE and any other TWO questions.

QUESTION ONE (30 MARKS)

- Clearly explain the meaning of the term strategy and distinguish between the levels of strategy in an organization. (8 marks)
- “An organization cannot be bigger than its vision” Critically analyze this statement clearly illustrating the application of Vision and mission in Strategy Formulation. (6 marks)
- Identify and clearly explain the reasons for the adoption of strategic management by organizations. (9 marks)
- Discuss the key strategic areas upon which an organization derives and formulates its strategic objective. (7 marks)

QUESTION TWO

Evidence has shown that the cause of poor performance by many organizations in Kenya for the last two decades is not because of poor planning but failure to implement the formulated strategies.

- Identify and explain the reasons for failure of strategy implementation. (10 marks)

- (b) As a corporate strategy expert, recommend to Kenyan organizations the tools for successful strategy implementation. (10 marks)

QUESTION THREE

- (a) Explain the strategic approach being adopted by public sector institutions for competitive advantage. (4 marks)
- (b) Discuss how an organization matches its strategy to the various institutions of its operating environment to ensure success in strategy implementation. (8 marks)
- (c) Explain the importance of strategic evaluation and control to a firm. (6 marks)

QUESTION FOUR

- (a) Over the last three decades, many organizations operating in Kenya have undergone major restructuring/re-organization. Explain the environmental changes affecting operations of organizations in Kenya. (12 marks)
- (b) Discuss the contributions of a firm's internal analysis to the strategy development process. (8 marks)
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